IDENTIFICTON OF CONSTRAINTS IN PRODUCTION AND MARKETING OF MARIGOLD IN PRAYAGRAJ DISTRICT OF UTTAR PRADESH

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ABSTRACTS: India as long tradition of flower cultivation from Vedic era to modern era. Now a day's flowers cultivation (floriculture) assuming the form business and fast emerging, highly competitive venture on the world scenario. Among the flowers cultivation marigold is one of the most popular and colorful ornamental flower crop. Cultivation of marigold gradually becoming commercialized due to it's highly usage in social and religious function but still there is a wide gap between production capacity and productivity potential. The present study entitled "identification of constraints in production and marketing of marigold" was carried out in Chaka block of Prayagraj district, U.P. The hundred (100) farmers who were involved in marigold cultivation selected randomly from ten village of the block. The primary data were collected through pre tested structure interview schedule and Garrett ranking technique was employed to identify the preferences of marigold cultivation and constraints. The response of farmers about marigold production and marketing constraints were namely high cost of planting materials, irrigation problem, and timely unavailability of planting material low selling price and costly transportation etc.

Key words: Marigold Cultivation. Constraints, Preferences of Marigold cultivation

Marigold is one of the most colorful, hardy and popular ornamental flowers with its short and long cultivars like *Tagetes patul*-1 and *T erecta L.* farmers grow marigold abundantly in almost any country situating cold temperate to hot humid tropics. The flower is used mainly many socio-religious functions on the one hand, and the other one is pharmaceuticals, food supplements, insect fly repellents, colouring agents for cosmetics and poultry industry etc. therefore, it has an immense regular demand of cuts flowers for global markets. The world-leading marigold producing countries are USA, Europe, China, India, Pakistan and Bangladesh. The role of socio-economic environment in marigold cultivation is as undeniable as the role nature of the environment. Just as agriculture effects the socio-economic environment, so does the socio-economic environment. Every aspects of society take marigold farming forward. People need work and money for their livelihood and it depends on agriculture in developing countries because of the large population. India has a long tradition of floriculture. Appreciation of the potential of commercial floriculture has resulted in the blossoming of this field into a viable Agri-business option. Availability of natural resources like diverse agro-climatic conditions permit production of a wide range of temperate and tropical flowers, almost all through the year in the some part of the country or other. Improved communication facilities have increased their availability in every part of the country. The commercial activity of production and marketing of floriculture product is also a source of gainful and quality employment to source of people. This present study was carried out in Prayagraj district of UP. . Prayagraj is a holy religious city of India on the bank of the river Ganga. In the urban areas of the Prayagraj men and women both are engaged in harvesting of rose and marigolds. These flowers are very much in demand in Prayagraj . Harvesting of marigold is a very drudgery prone activity for rural peoples because rose thorns make them bleed from their hands and over all body and their dress form. At the time of harvesting of marigold, people feel pain in thigh, legs and backbones.. These are major drudgeries of harvesting the rose and marigold for these urban peoples. These two flowers are planted frequently in   Prayagraj. Here every day in all the temples people use the flowers for worship god as well as it is also used in temple.

RESEARCH METHODOLOGY

The present study was conducted in Prayagraj district of Uttar Pradesh. There are 75 districts in Uttar Pradesh. Of the total Prayagraj district was selected purposively due most of most of the marginal and small respondents cultivate marigold. For the selection of block a list of respondents was obtained from the district head quarter. Total 23 blocks in this district.

These blocks arranged in ascending order. After that Chaka block was selected purposively. In case of selection of villages, a list of the villages obtained from the Block Development office.. The study block have performance in marigold production area under flower The selected block consist of 137 villages out of them Of the total 5 per cent villages were selected randomly which **10 per cent** marigold flower growing villages

Analytical approach:

Garretts ranking   technique:

Present position   =

$\overline{100(Rij-0.50)}$

Nij

   Where;

Rij is the rank given for ith item by the Jth individual.
Nij is the number of items ranked by the jth individual.
The percent position of each rank was converted in to scores using Garrett table for each constraints, scores of individual respondents were added .Thus, mean score

were selected randomly. **After that** are 10 marigold flower growing villages were selected randomly.

Nature of Date:

For the presently study, necessary primary data were obtained from the respondents through personal interview with the help of pretested and well – structure survey schedule and observation methods. The date collected, pertained to the kharif season of agricultural year 2021-2022

for each constraint was ranked by arranging them in descending order.

RESULTS AND DISCUSSION

The data were collected through pre structure, tested survey schedule and analyzed with the help of garrett ranking technique. A list of major challenges faced by the respondents in study area were prepared with the help focused group discussion and five major constraints have selected and assigned them rank according to garrett ranking technique the results have obtained after analysis are given below:

Table: 1 Constrains faced by respondents in cultivation of marigold

Cultivation problem	Percentage position	Garret value	Mean score	Rank
Timely unavailability of	10	75	56.75	1
Incidence of disease & pest	30	60	51.25	2
Irrigation problem	50	50	50.75	3
Timely unavailability of inputs	70	46	46.75	4
Non availability of credit	90	25	44.5	5

The farmers were asked to list priority wise five major constraints they were facing in marigold cultivation. All these were shorted screened and given them a rank according to the Garrett method .timely unavailability of planting material was the biggest issue in marigold cultivation, with the 56.75 mean score. More disease

and pest were also major issue in the study area followed by low production ,irrigation problem ,timely unavailability of inputs ,non -availability of credit with the mean score 51.25, 50.75, 46.75, 44.5, respectively .

Table:2. Constrains faced by respondents in marketing of marigold

Marketing problem	Percentage position	Garret value	Mean score	Rank
Costly transportation	10	75	62.25	1
Low sell ing price	30	60	57	2
Lack of skilled laboure	50	50	53.5	3
Storage facilities	70	40	44.25	4
Packing problem	90	20	37.75	5

Problems related to marketing facilities of marigold .It was observed from the table 5.14 the high costly transportation felt to be the first major constraints mean score 62.25. The second most important In the study area was low selling price with 57 mean score .lack of skilled labour third most problem of study area with the 53.5 mean score .The fourth problem study area storage facilities with 44.25 mean score. Packing

problem fifth most problem of study area with 37.75 mean score.

CONCLUSIONS:

It can be concluded that irrigation problems and pest were the serious constraints of marigold production which were supported by most of the respondents. Low selling price was the most important marketing constraints it was also observed at the time

of data collection that totally lock of marketing news and intelligence augmented the constraints seriousness therefore it is suggested that government should make the arrangement for smooth communication of market news and intelligence which facilitate the marigold growers .Some other suggestions based on respondent views and researcher observation are given below

SUGGESTIONS:

The solution suggested by the sample farmers for different types of problem faced in study area are mention below-

1. Different Government department like department of Agriculture, plant production Irrigation should assure the timely and adequate supply of the input and irrigation water.

2. Time to time farmers interaction with the bank personals should be organized to solve the credit problems.

3. Government should also ensure that the quality input are supplied to the farmer by different private agencies.

4. Agencies involved in dissemination the improved scientific techniques should organize more practical training programmers in order to increase the knowledge and skill of wheat growers.

5. Any agricultural knowledge and new technology farmers should call "Kisan call centre" No 18001801551 and IFFCO KISAN CALL CENTER" also provide the facilities for the farmer regarding agriculture on his number 534351,

6. The government allow to maximum time regular electric supply in the Rural area or agricultural farms.

7. "MANREGA " Labour was the joint in agriculture sectors.

8. Awareness among the irrigation water in canal to be peak season for the irrigation in marigold crop.

9.Effort should be made by the Government to develop the check dam, irrigation channels and ridges.

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